

ORDER



WKYC

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/20/12	08/26/12	3	\$6,500.00	\$5,525.00
08/27/12	09/02/12	49	\$36,425.00	\$30,961.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	3	\$6,500.00	\$5,525.00	0.00
September 2012	49	\$36,425.00	\$30,961.25	0.00
Total	52	\$42,925.00	\$36,486.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
John Doe	Sales Office A	Sales Region 1	2023-01-01 to 2023-06-30	100%

Joe Knauer Start Of Order - End Of Order 100%

Order Share

WKYC	25%	\$42,925.00
Market	100%	\$171,700.00

Competitive Share

CABLE	0%	\$0.00
WBNX	1%	\$1,717.00
WEWS	28%	\$48,076.00
WJW	23%	\$39,491.00
WOIO	23%	\$39,491.00
WUAB	0%	\$0.00

Order / Rev: 709616
Alt Order #: 06297267
Flight Dates: 08/25/12 - 08/30/12

Advertiser: Obama/D/President
Product Desc: OBAMA SKED A
Estimate: 1671

WKYC

Order / Rev: 709616
 Alt Order #: 06297267
 Flight Dates: 08/25/12 - 08/30/12

Advertiser: Obama/D/President
 Product Desc: OBAMA SKED A
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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount												
15	WKYC	08/27/12	08/30/12	M-F 730-8p Entertainment Tonight	CM	730-8p	MTWT---	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00												
ENT TONIGHT 30<																											
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 08/27/12</td> <td>09/02/12</td> <td>MTWT---</td> <td>2</td> <td>\$1,200.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 08/27/12	09/02/12	MTWT---	2	\$1,200.00	0.00	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
Week: 08/27/12	09/02/12	MTWT---	2	\$1,200.00	0.00																						
16	WKYC	08/27/12	08/30/12	M-F 9-10a Today II Today Show II	CM	9a-10a	MTWT---	:30	3	\$550.00	P-2	0.00	NM	3	\$1,650.00												
TODAY SHW2-NBC																											
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
Week: 08/27/12	09/02/12	MTWT---	3	\$550.00	0.00																						
17	WKYC	08/27/12	08/27/12	Mon Prime A Mon Prime A	CM	8p-9p	M-----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00												
AGT																											
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
Week: 08/27/12	09/02/12	M-----	1	\$3,500.00	0.00																						
18	WKYC	08/25/12	08/25/12	Saturday Night Live Saturday Night Live	CM	1130p-107a (11:30 PM-1:00 XM)	-----S-	:30	1	\$950.00	P-2	0.00	NM	1	\$950.00												
SAT NITE LIVE<																											
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
Week: 08/20/12	08/26/12	-----S-	1	\$950.00	0.00																						
19	WKYC	08/27/12	08/27/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	M-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00												
CRIME STOPERS/ CASH EXPOLSION																											
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
Week: 08/27/12	09/02/12	M-----	1	\$500.00	0.00																						
20	WKYC	08/26/12	08/26/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p /Su	-----S	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00												
NOON NEWS																											
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Week: 08/20/12	08/26/12	-----S	1	\$550.00	0.00																						
21	WKYC	08/26/12	08/26/12	NFL Regular Season Fo@M NFL Football	NFL Football (8:00 PM-11:00 PM)	-----S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00													
CAR@NYJ																											
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
Week: 08/20/12	08/26/12	-----S	1	\$5,000.00	0.00																						
22	WKYC	08/30/12	08/30/12	Browns Football-NFL NeCM Browns Football - NFL Net	Browns Football	-----T--	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00													
BROWNS V CHI																											
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
Week: 08/27/12	09/02/12	---T---	1	\$7,500.00	0.00																						
N23	WKYC	08/28/12	08/30/12	Today Show Overnight Today Show Overnight	CM	2xm-3xm	-TWT---	:30	1	\$75.00	P-2	0.00	NM	1	\$75.00												
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Week: 08/27/12	09/02/12	-TWT---	1	\$75.00	0.00																						
												Totals			52 \$42,925.00												